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UNITED STATES DEPARTMENT OF AGRICULTURE  
FOOD DISTRIBUTION ADMINISTRATION  
NUTRITION AND FOOD CONSERVATION BRANCH

Printed monthly with the approval of  
the Director, Bureau of the Budget

Washington, D. C.,  
April 1943

NUTRITION NEWS LETTER NO. 12



Reorganization of the Nutrition Division

The Executive Order creating the Food Distribution Administration as the Agency to coordinate all activities concerned with the distribution of food made it logical that the Nutrition Division of the Office of Defense Health and Welfare Services, Federal Security Agency, should be transferred to the Food Distribution Administration, Department of Agriculture. The functions of the Nutrition Division will henceforth be incorporated in the Nutrition and Food Conservation Branch of the Food Distribution Administration with offices in the Department of Agriculture, South Building. This transfer was officially made in March. Present plans do not indicate that drastic changes will be made in previous objectives of the nutrition program, although the work as a whole will be intensified and a special emphasis placed on food conservation. The program's purpose is to secure the best possible nutrition with the food supplies available.

The changes indicated above will not interrupt the relationship which has been maintained with the State and local nutrition committees during the past 2 years. The regional nutritionists, who will be assigned to the Food Distribution Administration regional offices, will continue to work with the committees on the same basis as before. The list of regions, States in each region, and the nutrition representatives is enclosed with this letter.

A Suggestion for Food Demonstrations

A high-school teacher in Arizona who does not have time for an adult class is planning to invite mothers to her Homemaking II class when the class studies this unit of work in day school. The girls will purchase the food and plan for the demonstrations and discussions on Monday, Wednesday, and Friday, and the mothers will come for the demonstrations and discussions on Tuesday and Thursday. The Tuesday and Thursday classes will be a combination day school and adult class, with teacher, mothers, and daughters working together.

Student Victory School Lunch Committees

In St. Joseph, Mo., every elementary, junior, and senior high school has a Student Victory School Lunch Committee. There are 28 such committees. Each is made up of four or five boys and girls. They make suggestions to the cafeteria management and try to influence their fellow students to choose better meals.

More Cooperation When Groups Set their Own Goal

The relative effectiveness of asking cooperative dormitories to increase their use of whole-wheat bread as compared with the effectiveness of the dormitory group itself making the decision and setting the goal was the subject of an experiment made in Iowa City. This was carried on by Professor Kurt Lewin of the State University of Iowa on behalf of the Committee on Food Habits of the National Research Council. A record was kept of the actual consumption of white and whole-wheat bread. Although both sets of dormitories agreed to the goals, it was found that those sets in which the group made its own decision showed more eagerness to succeed. Furthermore, it was found that where the group made the decision, every participant wanted the group goal to be attained, regardless of his personal food preferences, while where the group was merely responding to an outside



request, it was those who themselves liked whole-wheat bread who were eager to succeed. It was also found that where a group tried for 100 percent consumption of whole-wheat bread, they were less anxious to continue the effort than when they set their goal around 80 percent.

#### Nutrition Articles in the Food Trade Press

Journals of the food trade have shown increasing interest in nutrition during the past year. Food rationing will mean that the public will demand more of grocers and restaurant operators in the way of nutrition knowledge than ever before. Following is a list of some of the articles which have appeared in food trade journals during the past 6 months. They may supply some cues to those interested in developing an interest in nutrition among commercial food handlers in their own communities.

FOOD FIELD REPORTER—This paper, published biweekly, carries a nutrition section of 4-5 pages regularly which reports not only commercial events in the field of nutrition but also scientific and professional developments.

NATIONAL GROCERS' BULLETIN (October 1942)—Special nutrition supplement outlining ways in which food stores may tie in merchandising efforts with the Nutrition Program.

COOPERATIVE MERCHANDISER (February 1943)—"Know Your Groceries" (Suggestions on how to sell nutrition to customers).

AMERICAN RESTAURANT MAGAZINE (June 1942)—"Consumer Demand Pushes Nutrition Drive into High Gear."

NEWS LETTER (American Restaurant Association)—This mimeographed bulletin for members of the Association, published monthly, has given continuous support to the Nutrition Program since its inception.

RESTAURANT MANAGEMENT (September 1942)—Whole issue devoted primarily to subject of nutrition and application to restaurant field. Followed up with articles in subsequent issues. HOTEL MANAGEMENT—Published by same publisher, has followed similar line.

BAKER'S WEEKLY—This publication is probably the best source for following the commercial baker's interest in the nutritional aspects of bread as a food item.

#### New Materials (Samples Not Enclosed)

"HOME ECONOMICS IN ACTION." This booklet was compiled by Miss Jennie Rowntree, School of Home Economics University of Washington. "The primary contribution home economists can make is to develop well-balanced, patriotic consumer judgment while imparting authentic information." This booklet is aimed to help teachers, extension workers, women in business, and homemakers to interpret Government policies and show people the temporary adjustment they can make. If people see reasons for policies and means of adapting to restrictions, their hearty cooperation is usually forthcoming. Copies may be obtained for 10 cents per copy directly from Miss Rowntree.

"MEET THE BROWNS." This is a nutrition play telling the story of one day of the life of a typical American family in wartime—the Browns. It shows the many teaching aids, agencies, and bureaus that are interested in presenting nutrition information to the public. This play was first given by the Cleveland Health Council and later, by request, at the American Dietetic Association meeting in Detroit. This play requires 15 characters—5 men and 10 women. It is made up of eight parts, each part a play in itself. Florence La Ganke Harris, Home Economics Consultant, and Alice H. Smith, Cleveland Health Council, were the authors. Copies may be obtained from Practical Home Economics, 468 Fourth Avenue, New York City. The price is 30 cents postpaid.

"HELP MAKE AMERICA HEALTHY," by Clara Mae Taylor. A handbook of nutrition based on the eight food groups and explaining briefly the function and sources of minerals and vitamins. A variety of seasonal and regional menus are suggested. Copies may be obtained from Woman's Home Companion Service Bureau, 250 Park Avenue, New York City. 10 cents each.

FOOD BAR CHARTS, in color (size 10 x 13 inches) which show the comparative nutritive value of common foods, has been prepared by Flora L. Carl. Sets of these (38 charts) may be obtained from Agricultural Extension Service, Columbia, Mo. Price, \$3 per set.

AMERICAN ATTITUDES TOWARD FEEDING LIBERATED COUNTRIES. A series of six articles bearing on American attitudes toward the feeding of liberated countries is to be published in the April Journal of the American Dietetic Association. Reprints will be available from the National Research Council, Washington, D. C. (Free.)

New Materials (Samples Enclosed)

MORE ABOUT FOODS AND NUTRITION, a supplementary bibliography to "Keep Fit With the Right Foods" which appeared in "The Booklist," September 1941. This new list reprinted from "The Booklist," February 1, 1943, published by the American Library Association, Chicago, includes only the newer books and pamphlets. Methods of community organization and teaching techniques as well as nutrition subject matter materials are listed. Single copies may be obtained free as long as the limited supply lasts from Information Service, Food Distribution Administration, U. S. Department of Agriculture, Washington, D. C.

YOU CAN BE WELL FED ON RATIONED FOOD. A series of six leaflets prepared by the Office of War Nutrition Services of the New York State Council. Each pamphlet gives practical information on a food group in a simple attractive manner. The titles of these pamphlets are: "Substitutes for Butter," "Protein is Important," "Vegetables Fill the Bill," "Breads and Cereals, Plentiful and Inexpensive," "It Takes Both Kinds to Win the War," and "Fruits and Your Wartime Diet." Single copies may be obtained free from the New York State War Council, Albany, N. Y.

FIGHTING FOOD ON THE HOME FRONT, a flyer with four simple menus and some alternates for dishes included on the menus. There are also many suggestions of nonrationed foods that could be used in place of rationed foods. Single copies may be obtained free from Red Cross Nutrition Council, 325 Groveland Avenue, Minneapolis, Minn.

Editor's Note

During the past 2 years this letter has carried my signature as reporter for the Nutrition Division. At the request of the Office of Foreign Relief and Rehabilitation Operations, I have recently been loaned to that agency to serve as Chief Nutritionist under the Supply and Transport Division. During my service with the Office of Defense Health and Welfare Services we have tried to bring you news and contributions about various phases of the work and serve as a clearing house for passing on suggestions.

My close association with the nutrition leaders of this country has brought a realization of the tremendous contribution being made by nutrition committees to improve nutritional standards in the United States. We know that their sincere interest in the National Nutrition Program has been maintained as a result of considerable self-sacrifice, that advancement of the program would have been impossible without the ready cooperation in all parts of the country. It has been a great privilege for me to have had this association, and it is therefore with both gratitude and regret that I relinquish my field contacts with the State and local nutrition committees at the end of my direct work with the National Nutrition Program.

Sincerely yours,



Helen S. Mitchell,  
Principal Nutritionist.

Enclosures.



## FOOD DISTRIBUTION ADMINISTRATION

Regional Administrators and Regional Nutrition Representatives

OFFICE OF ADMINISTRATOR	REGIONAL NUTRITION REPRESENTATIVES	STATES
<u>Northeast</u>		
Buell F. Maben, 150 Broadway, New York, N. Y.	Miss Lorna Barber Miss Rosabel Burch Miss Violet Higbee* Dr. H. F. Kilander* Miss Martha Rogin	Connecticut, Delaware, Maine, Maryland, Massa- chusetts, New Jersey, New Hampshire, New York, Pennsylvania, Rhode Island, Vermont, and West Virginia
<u>Southern</u>		
Col. James H. Palmer, Western Union Building, Marietta and Forsyth Sts., Atlanta, Ga.	Miss Myra Reagan	Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia
<u>Southwest</u>		
Lester J. Cappleman, 425 Wilson Building, Dallas, Tex.	Miss Hazel Bratley Miss Grace I. Neely	Arkansas, Oklahoma, Louisiana, Texas
<u>Rocky Mountain</u>		
Leonard Trainer, Burns Vault Building, 1536 Welton Street, Denver, Colo.	Miss Harriett Anderson* Mrs. Agnes E. Vaughn Mrs. Anne K. Weaver	Colorado, Idaho, Montana, New Mexico, Utah, Wyoming
<u>Pacific</u>		
Merritt A. Clevenger, 821 Market Street, San Francisco, Calif.	Mr. William E. Broeg* Mrs. Isabel Costigan Miss Helen Walsh Miss Rae Russell	Arizona, California, Nevada, Oregon, Washington
<u>Midwest</u>		
Francis D. Cronin, Old Colony Building, Grand Ave. at West 10th, Des Moines, Iowa	Miss Velma Clark Miss Katherine Helzer Miss M. Elizabeth Jensen*	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
<u>Great Lakes</u>		
Eral O. Pollock, 5 South Wabash Avenue, Chicago, Ill.	Mr. Charles P. Alcorn Mrs. Gertrude Austin Miss Mildred Bonnell* Mrs. Imogene Cox	Illinois, Indiana, Michigan, Ohio, Wisconsin

\*Regional Industrial Nutrition Representatives.

April 1, 1943.